

## AMENDMENT TO THE CLAIMS

1. (Currently amended) A produce display comprising:

a bin sized to contain a collection of produce, the bin having an interior space with access from above the bin;

a shelf positioned within the interior space and sized to support the collection of produce;

support members movably linked to one another to form a scissor lift and movably coupled to the shelf to adjust the vertical height for the shelf between a lower position and an upper position;

a motor with a shaft;

a converter, the converter configured to translate rotational motion into linear motion, the converter linked to the motor and to at least one of the support members to move the at least one support member and consequently the support members to raise the shelf when the shaft of the motor rotates in a first rotational direction;

a light source positioned to project light across at least one of the following: a portion of the interior space and a portion of space above the interior space;

a light receiver positioned to receive the light projected from the light source unless the collection of produce supported by the shelf is positioned to obstruct the light from reaching the light receiver; and

a controller configured to activate the motor to rotate the shaft in the first rotational direction to raise the shelf when the light receiver receives the light and the shelf is below the upper position.

2. (Original) The system of claim 1 wherein the controller is configured to activate the motor to rotate the shaft in a second rotational direction opposite the first rotational direction to lower the shelf when a lower shelf signal is received by the controller.

3. Canceled

4. (Currently amended) The system of claim 1 further A produce display comprising:

a bin sized to contain a collection of produce, the bin having an interior space with access from above the bin;

a shelf positioned within the interior space and sized to support the collection of produce;

support members movably linked to one another and movably coupled to the shelf to adjust the vertical height for the shelf between a lower position and an upper position;

a motor with a shaft;

a converter, the converter configured to translate rotational motion into linear motion, the converter linked to the motor and to at least one of the support members to move the at least one support member and consequently the support members to raise the shelf when the shaft of the motor rotates in a first rotational direction;

a light source positioned to project light across at least one of the following: a portion of the interior space and a portion of space above the interior space;

a light receiver positioned to receive the light projected from the light source unless the collection of produce supported by the shelf is positioned to obstruct the light from reaching the light receiver;

a controller configured to activate the motor to rotate the shaft in the first rotational direction to raise the shelf when the light receiver receives the light and the shelf is below the upper position; and

including first and second pivot members, wherein the support members are movably linked to one another by the first pivot members and wherein the support members are movably coupled to the shelf by the second pivot members.

5. (Original) The system of claim 1 further including a bar coupled to two of the support members, and wherein the converter includes a screw and a coupler, the shaft of the motor being drivably coupled to the screw, and the screw being threadably attached to the bar such that as the motor rotates the screw the screw applies a linear force to the coupler which is transmitted to the bar to adjustably move the two support members to change the vertical height of the shelf.

6. (Original) The system of claim 1 wherein the motor is an electric motor and is powered by a battery.

7. (Original) The system of claim 1 wherein the motor is a pneumatic motor or source.

8. (Original) The system of claim 1 wherein the controller includes a manual switch to activate the motor.

9.-14. Canceled